

COMMERCIAL PHOTOGRAPHY

Commercial Photography is an organized learning experience that includes theory, laboratory, and studio work as each relates to all phases of camera use, photographic processing, and electronic photographic editing. Instruction covers the topics of composition and color dynamics; contact printing and enlarging; developing film; lighting techniques and meters; large and medium format cameras and other current photographic equipment used for portrait, commercial, and industrial photography. Focus is placed on camera operation and composition related to traditional photographic principles and also tools and creative effects for editing and/or enhancing photographs. Instruction emphasizes the planning, development, and production of materials that visually communicate ideas and information.

- DOE Code: 5570
- Recommended Grade Level: Grade 11-12
- Recommended Prerequisites: Introduction to Communications
- Credits: 2-3 credit per semester, maximum of 6 credits
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- This course is aligned with postsecondary courses for Dual Credit:
 - Ivy Tech
 - PHOT 104 Basic Photography
 - PHOT 106 Studio Practices
 - Vincennes University
 - ARTT 120 Introduction to Traditional and Digital Photography

Dual Credit

This course provides the opportunity for dual credit for students who meet postsecondary requirements for earning dual credit and successfully complete the dual credit requirements of this course.

Application of Content and Multiple Hour Offerings

Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences. When a course is offered for multiple hours per semester, the amount of laboratory application or work-based learning needs to be increased proportionally.

Career and Technical Student Organizations (CTSOs)

Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in SkillsUSA, Business Professional of America, DECA, or Future Business Leaders of America the CTSO for this area.

Content Standards

Domain – Camera Operation

Core Standard 1 Students formulate a clear understanding of the purpose and function of a camera and the camera's working parts for use in commercial photography.

Standards

- CP-1.1 Describe and demonstrate basic and advanced camera operations
- CP-1.2 Define terms related to camera settings and functions
- CP-1.3 Identify different types of digital cameras, the location of their basic components, and the benefits and drawbacks of each type
- CP-1.4 Identify, describe and use all of the parts of a 35mm SLR or Digital SLR camera in manual mode
- CP-1.5 Identify and describe how different camera exposures relate to each other
- CP-1.6 Demonstrate the steps to capture an image
- CP-1.7 Apply appropriate maintenance and handling of a camera
- CP-1.8 Recognize the effects of different lenses in a variety of different photographic situations

Domain – Photographic Principles

Core Standard 2 Students apply and adapt traditional photographic principles to design quality photos.

Standards

- CP-2.1 Identify and define elements and principles of design related to photography
- CP-2.2 Identify and define basic compositional variations utilized throughout the world of photography
- CP-2.3 Demonstrate lighting and studio lighting principals and techniques
- CP-2.4 Students analyze, assess, and derive meaning from commercial art, including their own, according to the elements of art, the principles of design, and aesthetic qualities
- CP-2.5 Apply visual and verbal communication skills
- CP-2.6 Recognize how photography relates to the world around us
- CP-2.7 Examine the basic concept of good composition found in any photograph
- CP-2.8 Identify the impact the background behind a subject has on the image quality
- CP-2.9 Demonstrate knowledge of ISO selection and proper exposure settings for a variety of situations
- CP-2.10 Demonstrate an understanding of artificial and natural lighting techniques as they apply to different situations and effects

Domain – Photographic Post-Production

Core Standard 3 Students produce edited and formatted photographs/files for use in different types of media.

Standards

- CP-3.1 Identify, describe, and use all relevant darkroom equipment, chemicals, and supplies
- CP-3.2 Utilize tools available in photographic editing software to manipulate images
- CP-3.3 Demonstrate an understanding of the software that manages images in the computer
- CP-3.4 Create original photographs of increasing complexity and skill in a variety of media as needed in a commercial setting
- CP-3.5 Evaluate a photograph for the effective use of the elements and principles of art

- CP-3.6 Use the elements and principles of composition to organize images to communicate ideas

Domain – Photography File Management

Core Standard 4 Students manage the distribution and storage of photographs/files for efficiency of work flow and the development of a portfolio.

Standards

- CP-4.1 Identify digital file formats as they relate to size, quality, and transfer capabilities
- CP-4.2 Create a system involving photographic files for efficient storage and recall
- CP-4.3 Demonstrate how to use photo editing software to set size and resolution for images based on the intended use of the image
- CP-4.4 Demonstrate an understanding of digital file formats as they pertain to image capture, manipulating, storing, and printing of digital images
- CP-4.5 Demonstrate an understanding of how pixels are used in digital photography
- CP-4.6 Use and identify memory devices and file types associated with digital cameras
- CP-4.7 Students will demonstrate knowledge in creating a physical and/or electronic portfolio

Domain – Careers in Photography

Core Standard 5 Students analyze opportunities in commercial and digital photography for potential careers.

Standards

- CP-5.1 Identify work ethics and behaviors that are important for educational and occupational photography success
- CP-5.2 Students identify skills used in vocational, cultural, and recreational opportunities in photograph
- CP-5.3 Describe connections between photography and other disciplines to see how they work together
- CP-5.4 Develop career awareness related to working in the photography industry
- CP-5.5 Explore opportunities for advanced training
- CP-5.6 Explore entrepreneurship opportunities